Identifying the early adopters of alternative fuel vehicles: A case study of Birmingham, United Kingdom

Abstract

The transport sector has been identified as a significant contributor to greenhouse gas emissions. As part of its emissions reduction strategy, the United Kingdom Government is demonstrating support for new vehicle technologies, paying attention, in particular, to electric vehicles.

Cluster analysis was applied to Census data in order to identify potential alternative fuel vehicle drivers in the city of Birmingham, United Kingdom. The clustering was undertaken based on characteristics of age, income, car ownership, home ownership, socio-economic status and education. Almost 60% of areas that most closely fitted the profile of an alternative fuel vehicle driver were found to be located across four wards furthest from Birmingham city centre, while the areas with the poorest fit were located nearer to Birmingham city centre.
Towards the centre of Birmingham. The paper demonstrates how Census data can be used in the initial stages of identifying potential early adopters of alternative vehicle drivers. It also shows how such research can provide scope for infrastructure planning and policy development for local and national authorities, while also providing useful marketing information to car manufacturers.

Highlights

- Early adopter socio-demographic characteristics have been identified.
- Locations furthest from Birmingham city centre have the most likely early adopters.
- Strong spatial homogeneity was identified from the case study of Birmingham.
- Cluster analysis is a useful technique to identify potential early adopter locations.

Keywords

Alternative fuel vehicles; Electric vehicles; Early adopters; Driver characteristics; Cluster analysis

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